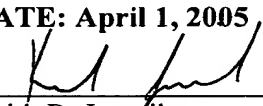




IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                 |                        |  |
|-----------------|------------------------|--|
| Applicant       | : Richard C. ZORN      | ) I hereby certify that this paper   |
| U.S. Serial No. | : 09/747,950           | ) (and/or fee) is being deposited with   |
| Filed           | : December 27, 2000    | ) the United States Postal Service as  |
| Title           | : TARGETED ADVERTISING | ) first class mail in an envelope  |
|                 | BROCHURE AND METHOD    | ) addressed to: Commissioner for   |
|                 | FOR ITS USE            | ) Patents, P.O. Box 1450, Alexandria,  |
|                 |                        | ) VA 22313-1450 on this date:  |
|                 |                        | ) <b>DATE: April 1, 2005</b>   |
| Art Unit        | : 3622                 | )  |
| Examiner        | : James W. Myhre       | ) Keith R. Jarosik   |
|                 |                        | ) Registration No. 47,683  |

**SUPPLEMENTAL RESPONSE TO THE FINAL OFFICE ACTION DATED**  
**NOVEMBER 1, 2004**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Following an Examiner Interview conducted on March 8, 2005, of which an interview summary is attached hereto, the applicant respectfully submits this supplemental response to the final Office action dated November 1, 2004. Please consider the following remarks. This response is timely filed as it is accompanied by a petition for a one-month extension of time and required fee, extending the deadline for response to the Advisory Action to April 9, 2005.

**Listing of the claims** begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.